

# O'Neill's.

## An Attractive Exhibit of Horse Show Hats.

We direct special attention to an exceptionally attractive collection of Trimmed Hats now being exhibited and on sale in our Millinery Parlors. They were specially designed for wear at the coming Horse Show and include many novel and extremely effective combinations.

Moderate Prices Prevail.

Ladies', Misses and Children's

## Untrimmed Hats.

A large and well selected stock of this season's choice shapes and colors, together with many exclusive styles, also choice novelties in

Fine Flowers, Wings, Breasts, Ostrich Plumes, Millinery Ornaments, Ribbons and Velvets At Exceptionally Attractive Prices.

Sixth Avenue, 20th to 21st St.

## Meyer Jonasson & Co.

BROADWAY AND 12TH ST.

Call attention to the following values in

## Ladies' Tailored Suits.

Black and Blue Cheviot or Broadcloth, blouse, tight-fitting or fly-front, entirely silk lined, \$25.00 Regular value \$32.50.

## Tailored Suits for Young Women.

A desirable assortment of the latest and newest fashions in a variety of materials.

Sizes 32, 34, 36, or 14, 16 and 18 years.

# Adams Dry Goods Co.

(New Building—2d Floor—Take Elevator.)

**A Notable Corset Bargain.**—One line of short hip long waist corsets, splendid quality, in Gray, White, Blue and Pink; lace trimmed top and bottom; sizes 18 to 26; also an odd lot of J. B. Corsets (seconds). A fine Corset; the real value of many Corsets in this lot runs as high as \$1.50 a pair and from that down to \$1.00. We offer a choice, **49c** only.

**Children's Hats,** nicely but serviceably trimmed in a handsome selection of ten different styles that have been selling all season at \$1.48 and \$1.98, to-morrow we offer a choice, **98c** each, only.

(Main Floor, New Building.)  
**Turn-over Collars,** daintily embroidered, 25c. for 3, or 9c each, in half a dozen different styles, real value 15c. each, **9c** each.  
**Real Lace Collars,** in Renaissance, Real value 1.49 each, round and square backs, with revers fronts, **98c** each, only.

(Main Floor, New Building.)  
**Men's Flannelette Night Shirts.** An excellent quality in a splendid assortment of patterns, sizes 15 to 48, **35c** each, only, Real value 50c. each, at

(Main Floor, New Building.)  
**French Robe Patterns** At an extraordinary reduction from real value, comprising a choice selection of high class Cloth Robe Patterns—sponged and shrunk—in rich embroidery, and chenille novelty front effects in combination with plain material to match in elegant shades of millaire, royal, and navy blue, green, marked down from 20.00 to **6.98** each, only.

**Attractive Specials in Women's Latest Style Suits** In fine all wool homespun, in Oxford mixtures and black, taffeta silk lined jacket with velvet collar, new 7-gore flare skirt, stitched seams, a notable value at **9.98** each, only.

**Women's Silk-Lined Suits** With fly-front Reefer Jackets, made of a splendid quality of black pebble cheviot, new 7-gore flare skirt, entire suit lined throughout with an excellent quality of taffeta silk, a great bargain at **15.75** each, only.

SIXTH AVENUE, 21ST AND 22D STREETS.

A World's Fair diary need only be three days; First day—Ad. put second day—Ad. appears. Third day—Ad. appears. Third day—Ad. appears.

Wise landlords begin advertising in The World on Sunday and continue Monday and Tuesday on the same time rate.

# Rothenberg & Co.

Lowest Prices Always, but at No Sacrifice of Quality.

West 14th St.

Satisfaction, Guaranteed or Money Promptly Refunded.

## Lace Curtains!

Interest in the Big Sale Intensifies.

You can tell in an instant by reading the descriptions and glancing at the prices that better or more astonishing Lace Curtain values were never offered. The thousands who have hastened to us prompt advantage of this opportunity will bear ready testimony to this fact. For Thursday and the balance of the week we have placed on sale all the clean, crisp new lots held in reserve. The lots we advertise to-day merely hint of thousands. And we repeat:

There Can Be No Greater Bargains Than These.

### English Bobbinet Curtains.

98c One thousand pairs English Bobbinet Lace Curtains; wide ruffle trimmed with PAIR, lace actually worth \$1.75 per pair; immensely popular favorites. (No mail orders.)

### Brussels Effect Curtains.

1.25 —850 pairs. Worth \$1.75 to \$1.95 and \$2.25 pair. 15 different patterns. PAIR, 3 1/2 yards long; extra width white and ecru double thread splendid qualities.

### Imported Lace Curtains.

1.98 500 pairs. Worth \$2.98, \$3.75 and \$4.50 pair. 25 different patterns. PAIR, 3 1/2 yards long; extra width white and ecru double thread splendid qualities.

### French Lace Curtains.

5.00 300 pairs. Sold as high as \$8.75 pair. Fine Point de Paris, Renaissance, Irish Point, and real Brussels Lace Curtains in 2, 3 and 4 pair lots.

### Irish Point Lace Curtains.

2.98 —450 pairs. Sold regularly at, per pair, \$3.98 to \$4.75. Fresh from St. Gall. Celebrated for their fine, lasting qualities and handsome effects. White or ecru, 3 1/2 yards long, full width.

### Irish Point Lace Curtains.

3.98 —375 pairs. Actual value \$5.75 pair. Splendid variety of exquisite patterns. PAIR, heavy ruffled and open work, protected back edge, insuring long service; full length and width white and ecru.

## Extra Tempting Rug Specials

When you can obtain magnificent Axminster or great all-wool Smyrna Rugs seven or eight dollars under their regular prices, and other handsome rugs at proportionate reductions, such as we offer you constantly and particularly Thursday, it would be unwise to disregard the chance. We sell more rugs than any other dry goods store in New York, and we do it because we give you the best and most for your money.

**Smith's Peerless Axminster Rugs,** sumptuously colored and designed in Persian, Oriental and floral patterns, to feet 6 inches long and 8 feet 3 inches wide \$22.50 values, at **14.98**

**Art Squares—**immensely popular and inexpensive. Neatly designed in Brussels patterns; 3 yards long and 2 yards wide, **1.75**

**Japanese Mattings,** all colors, \$4.98 roll, or, per yard, **12c**

**All-Wool Smyrna Rugs,** 12 patters, high grade and strikingly beautiful, perfectly reversible, 12 feet long and 9 feet wide, no better rug made, sold everywhere at \$22.50, at **14.98**

**Japanese Rugs—**hand-made, 4 yards long, 3 yards wide; duplicates of elegant Persian Carpets in design \$10.98 values, at **7.98**

**Kensington Art Squares—**all wool; 4 yards long, 3 yards wide; striking colors and beautiful patterns; \$8.98 value, at **5.98**

**Hall Runners—**9 feet long and 2 feet 6 inches wide, new assortments just in, **1.98**

## Garpets.

85c. All-wool Ingrain Carpets—Best quality, **59c**  
\$1.15 Roxbury Brussels—Best wearing, **79c**  
\$1.35 Smith's Axminster Carpets, **98c**  
All Carpets During this Sale Sewed, Lined and Laid Free.

## Linoleums.

Imported Tile Cork Linoleum—in 2 and 2 1/2 yd. widths; excellent variety of exclusive patterns; 75c. values, sq. yd., **45c**  
Inlaid Linoleum—Stain's famous brand; carpet patterns; sold all over at \$1.65 yd. Monday, **1.25**  
Floor Oilcloth—Potter's extra quality; one yard wide; 35c. values at, **19c**

## 3 Furniture Attractions!

Three from a thousand or more. We take particular pains to advertise, every Wednesday, bargains of special merit, and so we commend these excellent values to your notice:

**\$20.00 Bed Outfit complete for \$11.98.** Heavy steel and brass bed; solid brass rails, vases and spindles, with extended foot rails, including all hair mattress, best ticking; all steel spring; all sizes; **11.98** special

**\$9.00 Chiffonier for \$4.98.** Golden oak, five drawers; French beveled mirror; cast brass trimmings; highly polished. Not more than one to a customer. \$9.00 values, at **4.98**

**\$10.50 Tufted Couch for \$6.98.** Just like cut; full spring edge; covered in figured velvet; any color you may select. By all odds a most excellent and unusual bargain. **6.98**

**UPHOLSTERY DEPT.** 4th Floor.

Renaissance Lace Curtains, handsome patterns. Mounted on fine bobbinette and spring. 3 1/2 and 4 yds. long, 54 to 60 ins. wide, per pair, **\$11.75, \$18.00 and \$25.00.**

Arabian Lace Curtains, a wide range of new designs, with irregular lace borders and insertions, per pair, **\$6.00, \$8.00 and \$10.00.**

Sash length, **\$3.00, \$4.50 and \$7.50.**

Arabian Lace Bed-spread and Pillow Shams, full double-bed size, per set, **\$16.50, \$18.75 and \$20.00.**

**JACKETS, BOX COATS, AUTOMOBILES.**

All-wool Kersey Jacket, lined throughout with fine quality satin, well tailored—wholesale price \$7.50; our price **3.75**

Fine all-wool Kersey Jacket, silk velvet collar, lined throughout with Skinner's satin, made by men's tailors—wholesale price \$15.00; our price **6.90**

Finest quality English Melton Cloth Jacket, beautifully lined throughout, shape and finish absolutely perfect—wholesale price \$20.00; our price **9.50**

Box Coats and Automobiles \$6.00 to \$18.00. All about one-half wholesale prices.

Near-Seal Jackets, All quality, beautifully lined and made; manufactured to wholesale at \$35.00 and \$50.00; our price **\$17.50 and \$25.00**

Golf Capes, wholesale \$8.00, at **\$3.00**; Golf Capes, wholesale \$13.75, at **\$6.00**

Velour Jackets and Capes from \$7.00 to \$20.00. Just one-half wholesale prices.

**WAISTS.** Flannelette Waists, all shades and patterns, wholesale price \$1.00; our price **38c**

Fine all-wool Flannelette Waists, strictly all wool, in all the new shades, made to wholesale at \$2.00; our price **99c**

Extra fine quality plain French Flannelette Waists, any shade, wholesale price \$1.00; our price **90c**

Fine French Flannelette Waists, extra fine quality, elaborately trimmed, every new shade, wholesale price \$2.50 and \$3.00; our price **2.90**

A great lot of fine heavy Givernon's Taffeta Silk Waists, beautifully made and trimmed, any shade—wholesale price \$3.00; our price **2.90**

**BOYNTON - 12 West 14th St.**

Continuation of the Great Manufacturers' SACRIFICE Sale OF LADIES' Cloaks, Dress Skirts, Waists, Suits AT 1/2 Wholesale Prices. THEIR BIG LOSS YOUR BIG GAIN.

By reason of the prolonged warm weather, hundreds of manufacturers of Ladies' Outer Garments have been compelled to sell their stocks at immense sacrifices. Having bought liberally under these conditions (in some instances at practically our own prices) explains why we are enabled to offer such UNHEARD-OF VALUES. The garments are strictly new, beautifully made, best workmanship, and in very latest up-to-date styles.

**JACKETS, BOX COATS, AUTOMOBILES.** All-wool Kersey Jacket, lined throughout with fine quality satin, well tailored—wholesale price \$7.50; our price **3.75**

Fine all-wool Kersey Jacket, silk velvet collar, lined throughout with Skinner's satin, made by men's tailors—wholesale price \$15.00; our price **6.90**

Finest quality English Melton Cloth Jacket, beautifully lined throughout, shape and finish absolutely perfect—wholesale price \$20.00; our price **9.50**

Box Coats and Automobiles \$6.00 to \$18.00. All about one-half wholesale prices.

Near-Seal Jackets, All quality, beautifully lined and made; manufactured to wholesale at \$35.00 and \$50.00; our price **\$17.50 and \$25.00**

Golf Capes, wholesale \$8.00, at **\$3.00**; Golf Capes, wholesale \$13.75, at **\$6.00**

Velour Jackets and Capes from \$7.00 to \$20.00. Just one-half wholesale prices.

**WAISTS.** Flannelette Waists, all shades and patterns, wholesale price \$1.00; our price **38c**

Fine all-wool Flannelette Waists, strictly all wool, in all the new shades, made to wholesale at \$2.00; our price **99c**

Extra fine quality plain French Flannelette Waists, any shade, wholesale price \$1.00; our price **90c**

Fine French Flannelette Waists, extra fine quality, elaborately trimmed, every new shade, wholesale price \$2.50 and \$3.00; our price **2.90**

A great lot of fine heavy Givernon's Taffeta Silk Waists, beautifully made and trimmed, any shade—wholesale price \$3.00; our price **2.90**

# Ehrich Bros. Ehrich Bros.

Tokio, the Wonderful Japanese Idol, Tells Fortunes Free of Charge, Third Floor.

## Ladies' Wraps, Suits and Skirts.

This Splendid Showing Grows More and More Interesting.

New Winter Styles in Coats.—Long and Short Cloth and Velour Coats, Newmarkets, English Box, Walking and Carriage Coats, Automobiles, Empire and Military Coats, Russian and Fancy Blouse Coats. New and exclusive effects.

9.75, 12.75, 14.75

COATS.—These prices command exceptional bargains. We took advantage of the dull season that manufacturers have experienced. Short, jaunty coats in rich kersey, new fall shades; also stylish English box coats and automobiles.

### 19.75 STYLISH ENGLISH WALKING COATS AND RAGLANS.

Made of very fine kersey cloth in tan, castor and black. These have been excellent sellers with us for the past two weeks. The lot embraces the choicest garments shown this season. Values up to \$35.00.

### 24.75 FOR \$35.00 ENGLISH WALKING COATS AND AUTOMOBILES.

BILERS.—The most fashionable coats that we have shown this season, 42 and 44 inches long, beautifully tailored, rich satin lining, made in very fine kersey cloth, all the newest shades.

### 34.75 FOR \$50.00 VELOUR COATS AND BLOUSES.

Handsome showing of finest creations. Made with collar and fronts of fine beaver fur, Persian lamb or black marten; also some elaborately fitted with L'Aiglon collar. A very choice collection.

## Handsome Tailor-Made Suits.

12.75 FOR \$18.50 TAILOR-MADE SUITS.

STYLISH RUSSIAN blouse, very handsomely made in fine homespun Zibeline, Cheviot and Venetian cloth. Jacket made with velvet collar and girdle, satin lined, full flaring skirt, richly tailored, very stylish.

14.75 FOR \$25.00 TAILOR-MADE SUITS.

Pebble cheviot in black, blue and brown, double-breasted jacket faced with Peau de Soie, velvet collar, elegantly tailored, full cut flaring skirt; exceptional value.

19.75 FOR \$30.00 TAILOR-MADE SUITS.

Rich collection of fine suits taken from our regular stock; broken sizes, in fine Broadcloth, Venetians and Cheviots; six handsome effects to select from; the lot comprises over 150 suits.

## Very Stylish Dress Skirts.

6.98 FOR \$10.00 DRESS SKIRTS: Pebble Cheviot, flaring shape; wide taffeta band around bottom; tailor stitched, per caline lined.

12.75 FOR FINE SILK DRESS SKIRTS. Fashionable styles, finest taffeta silk, beautifully trimmed. Worth a third more.

## Fashionable Furs

125.00 GENUINE SEALSKIN COATS.

Handsomely lined, newest shapes, ready to wear or made to your measure; regular value \$200.00.

95.00 CHOICE PERSIAN LAMB COATS. Lapels, zig dye, handsomely lined, swell shape.

29.98 FOR FINEST GRADE ELECTRIC SEAL COATS, several swell shapes, finest satin lined, value \$45.00.

25.00 FOR ELECTRIC SEAL COATS, newest fall and winter shapes, fine satin lining, value \$35.00.

SWELL COLLARETTES, in electric seal, mink, beaver, marten, Persian lamb and stone marten, at **4.98 to 50.00**

## Special in Fur Cluster Scarfs.

2.98 FOR LARGE SABLE OPOSSUM SCARFS. 4.98 FOR GENUINE MARTEN CLUSTER SCARFS.

## Shoe Records Doubled and Trebled.

It Takes Supreme Values to Do It.

The Shoe values we are giving have no equal anywhere. That explains the busy activity of our three shoe sections. It's a fact that more shoes are being sold here during this sale than in any other store in New York.

### Men's Shoes.

MEN'S SATIN CALF SHOES—London Globe and French toe; sizes 6 to 11; worth \$1.75; special **95c**

MEN'S PINE CASCO CALFSKIN LACE SHOES—Opera, bulldog and custom cap toe and plain globe, creased vamp, fair stitch; worth \$2.50; all sizes; special **1.39**

MEN'S GLAZED CHROME TANNED VICI KID LACE SHOES, English cap toe, golf cut, victor kid, lined all through; heavy double sole; a strictly up-to-date \$2.50 shoe; special **1.98**

MEN'S HIGH-CUT SPORTING BOOTS, made of White Bros.' best box calf and tan Russia calf; three heavy soles, with extension to heel; easily worth \$4.00; special **2.35**

HATHAWAY, BOULE & HARRINGTON'S FINEST CUSTOM MADE HAND SEWED SHOES for men, lace and Congress, plain and all the new style cap toes, made in French box calf and velour; also vict kid and patent calf; worth \$5.00; special **2.75**

MEN'S PATENT LEATHERS. The much advertised "MAJESTIC" LACE SHOE FOR MEN, patent leather, bull dog and custom cap toe; special at **1.98**

**Boys' and Youths' Shoes.** BOYS' "HANOVER" SATIN CALF HEEL SHOES, London cap toe, bright dogona top, extension sole, fair stitch, absolutely solid and warranted; sizes 13 to 5 1/2; worth \$1.75; special **95c**

BOYS' "GENUINE CALFSKIN" LACE SHOES, bulldog shape, with heels, kangaroo calf toe, English back stays inside and out; best oak, soles, counters and heels; sizes 12 to 5 1/2; worth \$2.50; special **1.25**

BOYS' HIGH GRADE LACE SHOES, best quality White Bros.' box calf, Lenox cap toe, golf cut, sizes 1 to 5 1/2; worth \$3.00; special **1.50**

**Fine Shoes for Women.** LADIES' DONGOLA LACE SHOES, vesting cloth tops, patent tips, coin toes, sizes 3 to 7; worth \$1.50; special **79c**

LADIES' \$1.75 and \$2.00 BLACK DONGOLA KIDSKIN SHOES, lace and button, with tips of patent leather or kid; all the new shape toes; all sizes; sale price **98c**

WOMEN'S HIGH-GRADE CHROME TANNED SOFT BLACK KID SHOES, button and lace, hand sewed, white and light, flexible soles, Lenox and perfection toes, patent and kid tips, perfect in fit, stylish patterns; elegant material; made to sell at \$3.00; Monday, **1.45**

LADIES' "JOSEPHINE SHOES," a new line of ours; made in all leathers, all shapes, all sizes, all widths, a \$3.50 shoe for **2.39**

We have them as follows: PATENT LEATHER, LACE AND BUTTON, dull and bright kid tops, extension and medium weight soles. White Bros. box calf in lace only. **2.39**

Ideal chrome tanned black kidskin, in lace and button, kid and patent tips, heavy, medium and light weight styles; special **2.39**

LADIES' COMMON-SENSE COMFORT SHOES, hand-sewed, made of cecobola and soft dongola, very flexible, no feet too tender to wear them, sizes 4 to 8, from **98c to 2.00**

**For Misses and Children.** MISSES' AND CHILDREN'S \$2.00 PATENT LEATHER, CLOTH TOP LACE AND BUTTON SHOES, the very latest style dress shoes, all sizes, 6 to 8, 9 to 11 and 12 to 2; no such values ever seen in New York; sale price **98c**

MISSES' AND CHILDREN'S \$1.39 GENUINE DONGOLA LACE BOOTS, patent tip, sizes 9 to 12 and 13 to 2, at **65c**

MISSES' AND CHILDREN'S LACE BOX CALF SHOES, also lace and button fine Dongola kidskin, with tips of patent leather or kid, sizes 6 to 11 and 12 to 2, worth \$1.50; special **98c**

6th Ave. and 23d St. 6th Ave. and 23d St.